

ORDER



Orders	Order / Rev:	104655	
	Alt Order #:	06835929	
	Product Desc:	RNC - ROMNEY	
	Estimate:	279	
	Flight Dates:	07/25/12 - 07/31/12	Primary AE:
	Original Date / Rev:	07/24/12 / 08/06/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	American Rambler Productions	
	Buying Contact:		
	Billing Contact:		
	138 Conant St.	Billing Type:	
	Beverly, MA 02494	Cash	
		Billing Calendar:	
		Broadcast	
		Billing Cycle:	
		EOM/EOC	
		Agency Commission:	
		15%	
Advertiser	Name:	RNC/ Romney for President <i>Revised</i>	
	Demographic:	A35+	
	Product Codes:	PLC03	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
06/25/12	07/29/12	76	\$87,450.00	\$74,332.50	July 2012	76	\$87,450.00	\$74,332.50	0.00
07/30/12	07/31/12	32	\$31,700.00	\$26,945.00	August 2012	32	\$31,700.00	\$26,945.00	0.00
Totals					Totals	108	\$119,150.00	\$101,277.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	07/31/12	M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	4	\$700.001	0.00	NM	4	\$2,800.00	
M-F 6-7a WakeUp w/Wagners															
WAKE W/WAGNRS2 2X/DAY WITH MAX SEP															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 07/30/12	08/05/12	MT-----		4				\$700.00		0.00			
E 2	KSNV	07/25/12	07/27/12	M-F 6-7a WakeUp w/Wagners	6-7a		--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00	
M-F 6-7a WakeUp w/Wagners															
WAKE W/WAGNRS2 1X/DAY															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 07/23/12	07/29/12	--WTF--		3				\$700.00		0.00			
E 3	KSNV	07/25/12	07/27/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.001	0.00	NM	6	\$8,400.00	
Today Show															
TODAY SHOW 2X/DAY WITH MAX SEP															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 07/23/12	07/29/12	--WTF--		6				\$1,400.00		0.00			
E 4	KSNV	07/30/12	07/31/12	Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.001	0.00	NM	4	\$5,600.00	
Today Show															
TODAY SHOW 2X/DAY WITH MAX SEP															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 07/30/12	08/05/12	MT-----		4				\$1,400.00		0.00			
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd HOM	9-10a		--WTF--	:30	3	\$500.001	0.00	NM	3	\$1,500.00	
M-F Today Show II															
TODAY SHOW 2 1X/DAY															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 07/30/12	08/05/12	MT-----		4				\$500.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd HOM		9-10a	--WTF--	:30	3	\$500.001	0.00	NM	3	\$1,500.00
M-F Today Show II														
TODAY SHOW 2 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$500.00 0.00														
E 7	KSNV	07/30/12	07/31/12	Olympics Daytime Week	CM	9am-4pm	MT-----	:30	6	\$1,200.003	0.00	NM	6	\$7,200.00
Olympics Daytime Weekdays														
OLY DAYTIME 3X/DAY WITH MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/30/12 08/05/12 MT----- 6 \$1,200.00 0.00														
E 8	KSNV	07/25/12	07/27/12	M-F Today Show III 4th BM		10am-11am	--WTF--	:30	3	\$325.001	0.00	NM	3	\$975.00
Today 4th Hour														
TODAY SHOW 3 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$325.00 0.00														
E 9	KSNV	07/25/12	07/27/12	Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.001	0.00	NM	6	\$2,550.00
Noon News														
NEWS AT NOON 2X/DAY WITH MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 6 \$425.00 0.00														
E 10	KSNV	07/25/12	07/27/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.001	0.00	NM	3	\$1,275.00
Days of our Lives														
DAYS OF OUR LIVES 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$425.00 0.00														
E 11	KSNV	07/25/12	07/27/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002	0.00	NM	3	\$525.00
The Doctors														
DOCTORS 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$175.00 0.00														
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type														
1 KSNV 07/23/12-07/29/12 The Doctors 2pm-3pm --WThF---- :30 (\$175.00) 0.00 NM														
See MG 11.4 [NEWS SPECIAL REPORT]														
4 KSNV 07/27/12-07/27/12 The Doctors 2pm-3pm -----F---- :30 \$175.00 0.00 NM														
④ MG for 11.1 07/25 [MG]														
E 12	KSNV	07/25/12	07/27/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$450.001	0.00	NM	3	\$1,350.00
Dr Phil														
DR PHIL 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$450.00 0.00														
E 13	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	4	\$700.001	0.00	NM	4	\$2,800.00
4PM NEWS (1 hour)														
FIRST NEWS 3-4 2X/DAY WITH MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/30/12 08/05/12 MT----- 4 \$700.00 0.00														
E 14	KSNV	07/25/12	07/27/12	News 3 at 4 (1/2 hr)	CM	4-430p	--WTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00
News 3 at 4 (1/2 hr)														
FIRST NEWS 3-4 1X/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 3 \$700.00 0.00														
E 15	KSNV	07/25/12	07/27/12	News 3 at 430pm	CM	430-5pm	--WTF--	:30	6	\$700.001	0.00	NM	6	\$4,200.00
News 3 at 4:30PM														
NEWS 2X/DAY WITH MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week: 07/23/12 07/29/12 --WTF-- 6 \$700.00 0.00														
E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	4	\$700.001	0.00	NM	3	\$2,100.00
4PM NEWS (1 hour)														
NEWS 2X/DAY WITH MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					

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E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	3 \$2,100.00
NEWS 2X/DAY WITH MAX SEP														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/30/12 08/05/12 MT----- 4 \$700.00 0.00														
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type														
2 KSNV 07/30/12-08/05/12 NEWS 3 at 4 (1 HOUR) 4-5pm (4:30 PM-5:00 PM) ----- :30 (\$700.00) 0.00 NM														
Unresolved [OLYMPICS RAN OVER]														
E 17	KSNV	07/25/12	07/27/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6 \$6,000.00
NEWS 3 AT 5 2X/DAY WITH MAX SEP														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 MT----- 6 \$1,000.00 0.00														
E 18	KSNV	07/30/12	07/31/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4 \$4,000.00
NEWS 3 AT 5 2X/DAY WITH MAX SEP														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/30/12 08/05/12 MT----- 4 \$1,000.00 0.00														
E 19	KSNV	07/25/12	07/27/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6 \$6,000.00
JEOPARDY 2X/DAY WITH MAX SEP														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 MT----- 6 \$1,000.00 0.00														
E 20	KSNV	07/30/12	07/31/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4 \$4,000.00
JEOPARDY 2X/DAY WITH MAX SEP														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/30/12 08/05/12 MT----- 4 \$1,000.00 0.00														
E 21	KSNV	07/25/12	07/27/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3 \$3,000.00
WHEEL 1X/DAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 MT----- 3 \$1,000.00 0.00														
E 22	KSNV	07/30/12	07/31/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2 \$2,000.00
WHEEL 1X/DAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/30/12 08/05/12 MT----- 2 \$1,000.00 0.00														
E 23	KSNV	07/25/12	07/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,100.00	1	0.00	NM	2 \$2,200.00
NEWS 3 AT 11 1X/DAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 --WT--- 2 \$1,100.00 0.00														
E 24	KSNV	07/25/12	07/27/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WT---	:30	3	\$425.00	1	0.00	NM	3 \$1,275.00
TONITE SHOW NBC 1X/DAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 --WT--- 3 \$425.00 0.00														
E 25	KSNV	07/27/12	07/27/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	----F--	:30	1	\$1,000.00	1	0.00	NM	1 \$1,000.00
OLY LATE NIGHT														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 ----F-- 1 \$1,000.00 0.00														
E 26	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony Olympics Opening Ceremony	CM	730p-12a	----F--	:30	1	\$10,000.00	1	0.00	NM	1 \$10,000.00
OLY OPENING CEREMONY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 07/23/12 07/29/12 ----F-- 1 \$10,000.00 0.00														
E 27	KSNV	07/28/12	07/28/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	----S-	:30	2	\$6,000.00	3	0.00	NM	2 \$12,000.00

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KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
OLY WEEKEND PRIMETIME																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S-			2	\$6,000.00			0.00					
E 28	KSNV	07/28/12	07/28/12	Olympics Late News 3	CM	Late News during Olympics	11pm-12:35am		-----S-	:30	2	\$1,000.007	0.00	NM		2	\$2,000.00
OLY LATE NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S-			2	\$1,000.00			0.00					
E 29	KSNV	07/28/12	07/28/12	Olympics Daytime Week	CM	Olympics Daytime WEEKEND	4am-6pm		-----S-	:30	2	\$1,700.003	0.00	NM		2	\$3,400.00
OLY WEEKEND DAYTIME																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S-			2	\$1,700.00			0.00					
E 30	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	Olympics Primetime	7pm-12am		-----S	:30	1	\$6,000.003	0.00	NM		1	\$6,000.00
OLY WEEKEND PRIME																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S			1	\$6,000.00			0.00					
E 31	KSNV	07/29/12	07/29/12	Olympics Late News 3	CM	Late News during Olympics	11pm-12:35am		-----S	:30	2	\$1,000.007	0.00	NM		2	\$2,000.00
OLY LATE NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S			2	\$1,000.00			0.00					
E 32	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	Olympics Daytime WEEKEND	4am-6pm		-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
OLY WEEKEND DAYTIME																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S			4	\$1,700.00			0.00					
N 33	KSNV	07/30/12	07/31/12	Olympics Daytime Week	CM	Olympics Daytime Weekdays	9am-4pm		MT-----	:30	1	\$1,200.003	0.00	NM		1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12		MT-----			1	\$1,200.00			0.00					
N 34	KSNV	07/28/12	07/28/12	News 3 Olympic Zone	CM	News 3 Olympic Zone	7:30-8:00PM		-----S-	:30	1	\$750.002	0.00	NM		1	\$750.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		-----S-			1	\$750.00			0.00					
N 35	KSNV	07/26/12	07/26/12	Wake Up Early w/ Wagner	CM	Wake Up Early Wagners	430a-5a		---T---	:30	1	\$50.003	0.00	NM		1	\$50.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12		---T---			1	\$50.00			0.00					

Totals 108 \$119,150.00